



“The Power of the Masses”

Crowdfunding experiences in the US

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“Crowdfunding” can change the conversation

Crowdfunding is the **collective** effort of **individuals** who network and pool their money, usually via the internet, to **support** efforts initiated by **other people** or organizations.



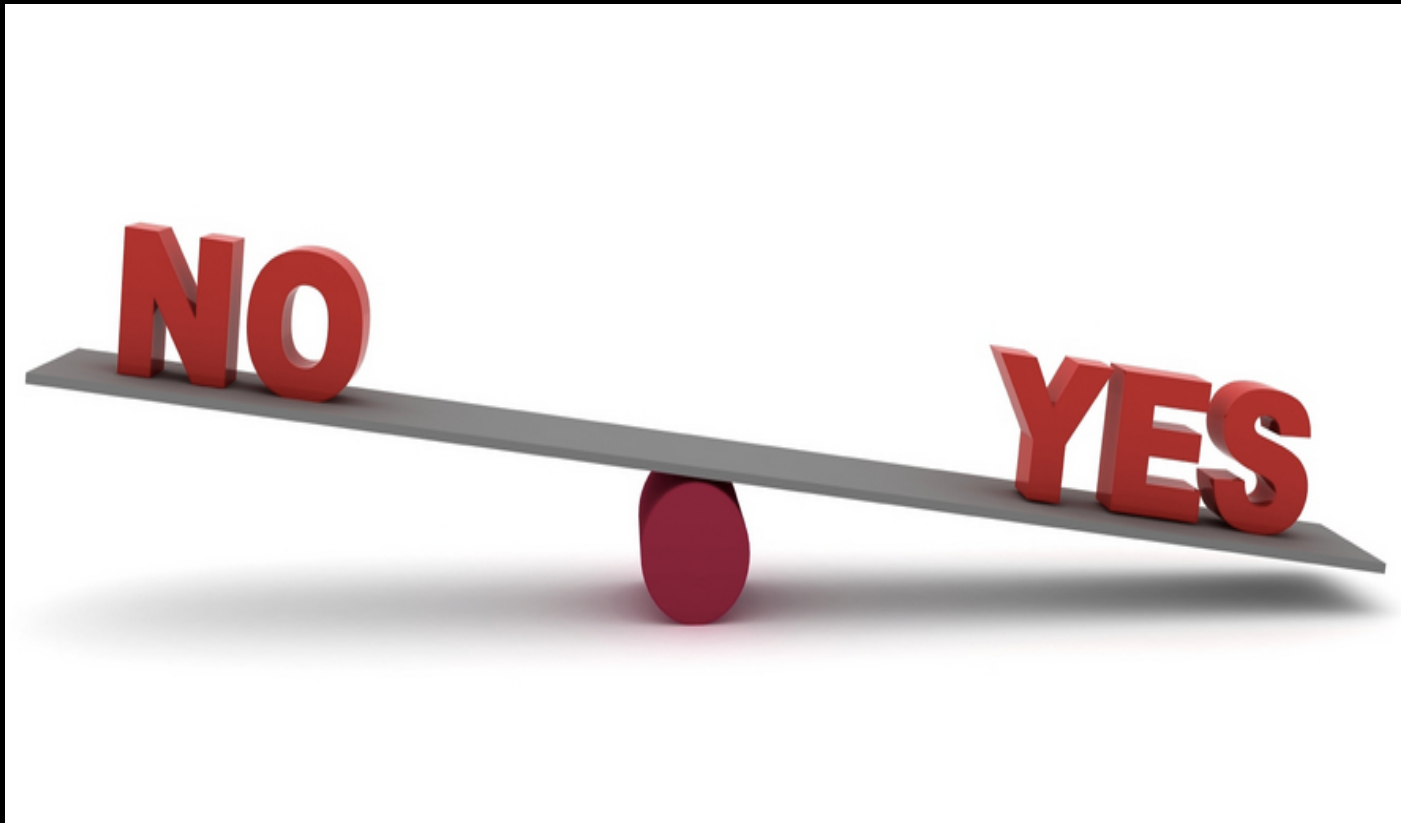


Idea

\$\$\$

Hey Entrepreneur ...



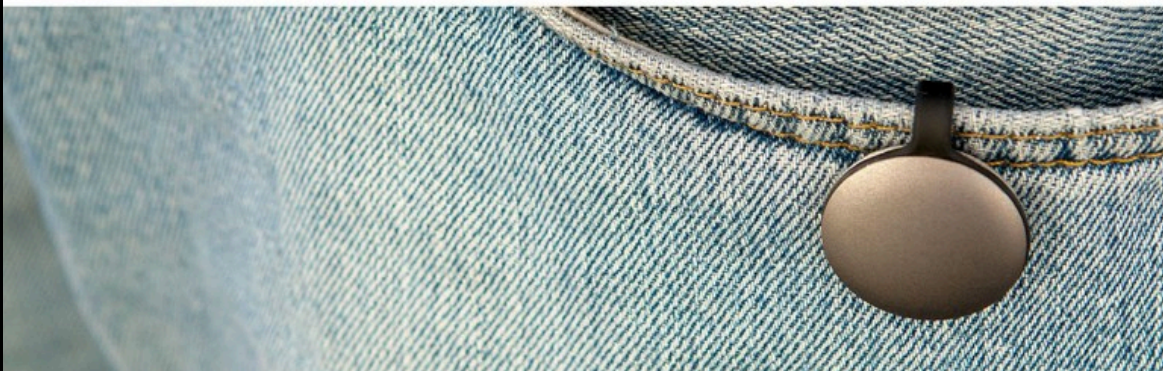


Crowdfunding Today

Indiegogo started in 2008, and today...

- **Millions** of dollars disbursed each week
- **20+** campaigns raising over **\$2M**
- **400,000+** campaigns (**1/3 international**)
- **10,000+** active at any time
- **16M+** monthly visits from **220+** countries + territories
- **70+** countries contribute each day
- **1,000%** growth in funds raised the past two years
- **3X** growth in **TECH** campaigns in the past year

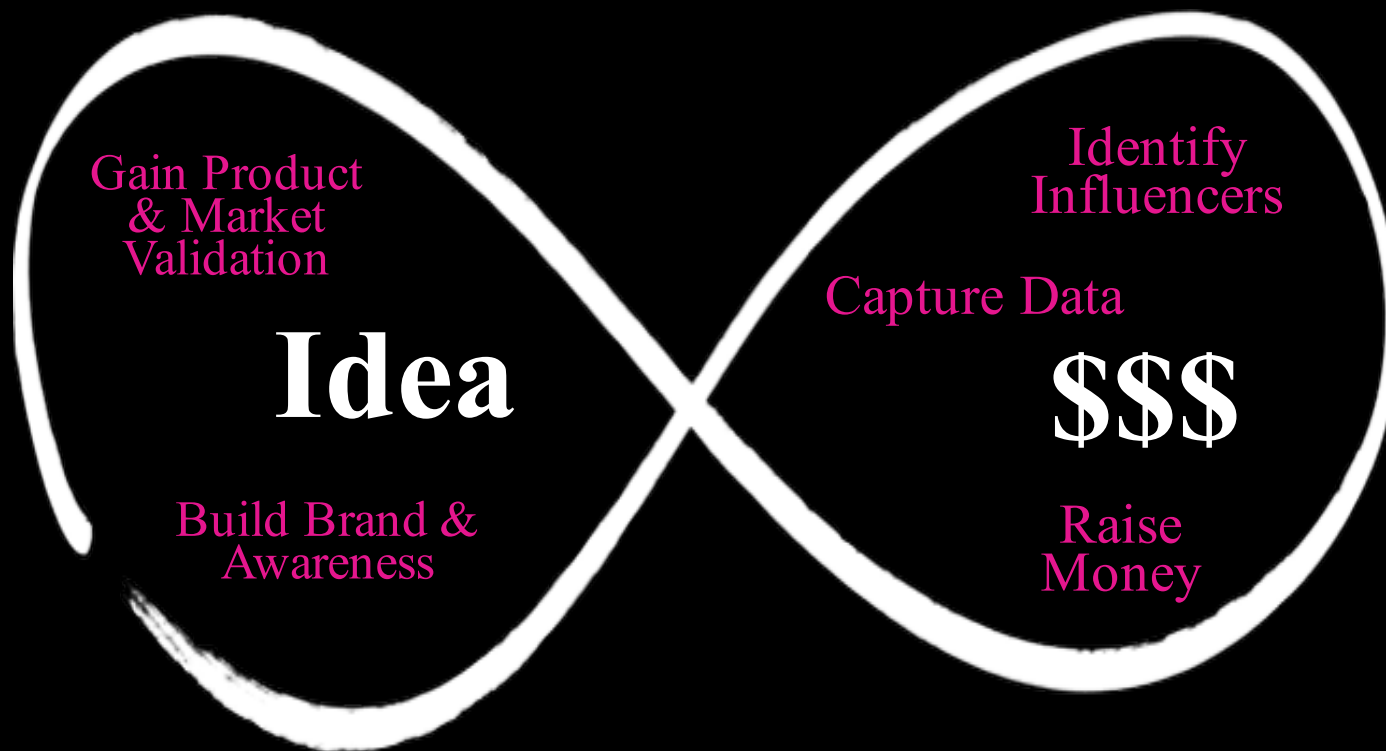








Feedback Loop



Trends

The 21st century “collaboration economy” forces change:

- 
- Shorter product and idea life cycles
 - Reduced barriers to entry
 - Reduced rewards to innovation
 - Less sticky brands
 - Harder and more complex problems
 - Endless data and information
 - Too many distractions

Sally Blount, Dean,
Kellogg Graduate School of Management

Build sustainable
hardware companies

Scanadu
Medical Tricorder

Raised (still going!)
\$3,711,209+



Small businesses
expanding & learning

Stone Brewing

Groundbreaking
Collaborations

Raised
\$2,532,180



Corporations seeking
R&D

Philips
Innovation Fellows
Competition

Raised
\$281,733
(29 campaigns)

Do you
have the
next
#BigIdea?



PHILIPS

Corporations boosting
their brand image

Chivas Regal

The Venture: For-profit
companies that are forces
for good

Raised

\$1,154,250
(16 campaigns)



F500s speaking to customers
and testing new products

Opal (GE FirstBuild)

Ice nuggets at home

Raised (still going!)

\$2,630,820+



“Total time from concept to production: **four months**. If it flops, no worries. Upfront **costs were some 20 times less** than a traditional product rollout, which can cost tens of millions of dollars. If we’re going to fail, we want to fail fast.”

Natarajan Venkatakrishnan, head of R&D for GE Appliances and director of FirstBuild.

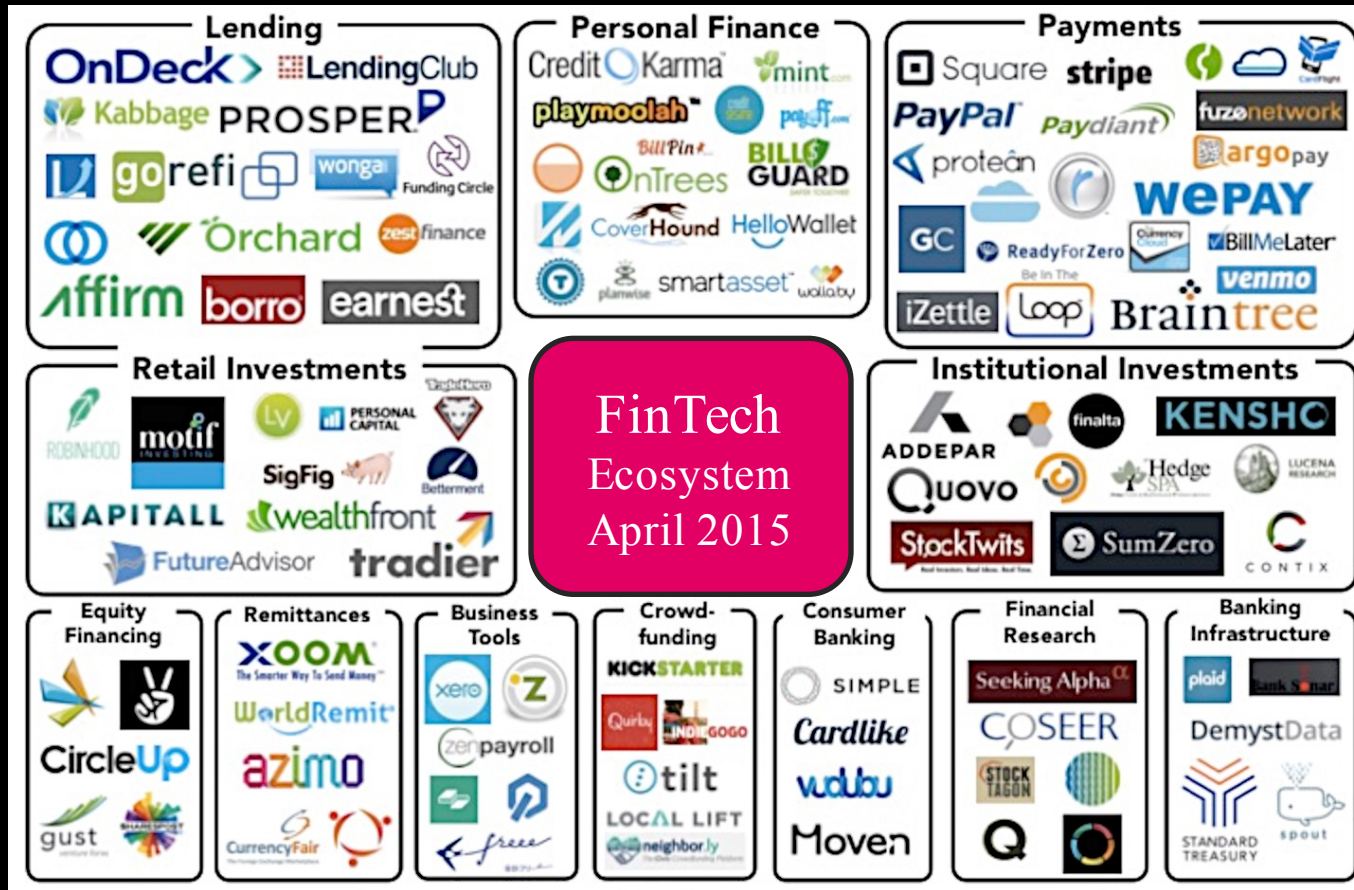
Future Growth

Even more transparency!

- Be part of the manufacturing process
- Know the people behind products
- Know how/where products are made



Continued FinTech Development



Growth from where there is the **B.E.S.T.** Crowdfunding Framework

Business & Economic Culture

B Ease of doing business
B Propensity to invest
B Access to credit
B Entrepreneurial activity

E GDP
E Population growth
E Access to services
(electricity, telecom)
E Health & Education



Social & Technical Culture

S Market trust
S Open Society
S Global mentality
S Risk tolerance
S Propensity to give

T Technical infrastructure
T Social media freedom
T Payment systems
T Open platforms



Thank you / Köszönöm

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Previous Positions

- VP Global Hardware & Technology, Indiegogo
- Director International, Etsy
- Social Entrepreneur